

New synergies through collaboration



The OptiWrap wrapping machine family is part of Valmet's broader OptiConcept for paper and board making.

Pesmel and Valmet combined their expertise and know-how in roll-handling technology to provide better service to their customers. Both companies have found new competitive advantage and boosted their sales through the cooperation agreement that was signed in 2014.

Twenty years ago, it was the time of the “South-East Asian boom,” and a lot of Pesmel’s stretch packing machines were sold as part of Valmet’s roll-handling systems. This is when the cooperation first started. Valmet has also used Pesmel as a subcontractor of manufacturing and assembly, such as kraft wrapping machines, reelers and coating heads at Pesmel’s workshop in Estonia.

Cooperation contract

Pesmel and Valmet signed the cooperation agreement in 2014. As a result, Pesmel is now Valmet’s exclusive contract supplier in roll handling, packing, and storing technology. Pesmel maintains and develops the products, whereas Valmet has the rights to the products.

Marko Korpinen, Product Manager at Valmet, explains the background of the agreement:

“Valmet was looking for more competitiveness and agility through a more versatile offering and wider competence. Pesmel is small and agile, as are our competitors, and the cooperation provides us a competitive advantage. Pesmel specializes in roll handling and internal logistics, which filled the hole in Valmet’s portfolio perfectly.”

Pesmel’s portfolio included stretch

packing solutions, whereas Valmet has specialized in kraft packing. This way, Valmet’s offering completes that of Pesmel.

About Pesmel’s future ambitions says **Risto Lehtonen**, Sales Manager:

“Our future goal is to be able to sell Pesmel’s storage solutions as part of Valmet’s larger packages.”

Division of duties

Valmet has the contractual liability and takes care of the customer interface. Pesmel’s designers are in charge of the planning and execution of the projects. As Valmet is in charge of the customer interface, the calls for offers are forwarded to Pesmel. The sales managers of the companies work closely together on a daily basis.

When supplying a completely new production line or a line rebuild, where roll handling is one section, the contracting party is Valmet. Pesmel is the contracting party in smaller projects, such as a single wrapping machine or extensions and rebuilds of the conveyor system.

Field maintenance is organized by Valmet, including tasks such as machinery audits and comprehensive maintenance. Specialists at Pesmel Service support these functions among other subcontractors.

Successful projects sprout from successful collaboration

Due to the cooperation, Pesmel receives projects that are both technically and commercially more diverse than before. Here are a few examples of projects Pesmel has landed through the cooperation with Valmet:

Cartulinas CMPC S.A., Maule, Chile, 2015

The project included a rebuild of a roll wrapping and handling system and automation of the wrapping machine with robots, including several extensions to the existing conveyor system. The semi-automated wrapping machine was converted to fully automated. The project was the result of the good relations between the people at Cartulinas and Valmet, and the cooperation with Pesmel is a natural continuation of that.

Parengo BV Renkum, Netherlands (Valmet Technologies Inc.), 2015

The project was related to a change from fine paper production to cardboard on a production line that had been shut down for two years. Valmet provided a new winder with a new roll handling system for the rebuild of Parengo’s PM2. The project was introduced through Valmet.

Metsä Board, Husum, Sweden (Valmet Technologies Inc.), 2014

Pesmel provided a handling and packing line rebuild for folding boxboard with a bigger roll size. The production line was changed from fine coated paper to coated boxboard. A new handling and packing line for folding boxboard was built to function alongside the existing one. This delivery was a part of larger line rebuild made by Valmet. >>

A combined product portfolio

Pesmel's and Valmet's product portfolios have been combined and sorted so that the people in sales and product management are well aware of the complete offering and its benefits. Valmet's product portfolio, model equipment and know-how are fully at Pesmel's use, and vice versa.

People at both Valmet and Pesmel share their ideas for maintenance and development. The portfolio needs to comply with modern safety standards and components. The two companies work together to harmonize the equipment; all equipment needs to be at the same level so that it fits together. New development ideas are hatched in order to stay ahead in business. Also, customers set new requirements for the equipment, and naturally Pesmel and Valmet aspire to meet those requirements.

"Valmet benefits from Pesmel's know-how in storage and the metal industry. They provide us new ideas that can be applied to our roll-handling solutions," says Marko Korpinen.

Transfer of know-how

Valmet's long history in the industry, the product portfolio, offers and deliveries are all in Pesmel's use for sales support purposes. The key people in Valmet's roll handling have been transferred to Pesmel.

Risto Lehtonen worked at Valmet for 20 years before his transition to Pesmel.

"I started as a mechanical designer and sales layout designer in roll handling. Through the transfer, my work tasks have become more diverse, which is interesting. Logistics is my "thing," and at Pesmel I have gained more knowledge of storage and Material Flow How. Having said that, there are many things that haven't changed: it's still the same industry, the same familiar faces. The colleagues are still the same, as are the customers. The know-how that the two companies now offer together has only changed for the better: thanks to the fluent cooperation, our knowledge is ever increasing," says Risto.

Benefits of the cooperation

Through the collaboration, Valmet has got what they were looking for: the opportunity to serve their customers better. The customers now get Valmet's quality and brand at a competitive price, delivered in an agile manner. The customers get specialist service from experts in the field of roll handling.

As for Pesmel, we have gained more clientele and more diverse projects. Sometimes Valmet is the contracting party selling Pesmel's products, sometimes Pesmel sells Valmet's products, and then there are rebuild projects that modernize existing equipment provided by either.

"The transition has been carried out fluently; there has been no downswing in sales even though it was a significant matter of principle to transfer design functions to another company. What has facilitated this is the transfer of key Valmet people to Pesmel: it has ensured flowing communication between the two companies as well as the customers," says Marko Korpinen.

The design process is now more straightforward because there are no overlaps. The project management and delivery process have been unified. Valmet's high-quality products and high visibility in the market combined with Pesmel's expertise in roll handling and agile execution ensure that customers are served better and more quickly than ever.

"Before the cooperation agreement, Valmet has used several subcontractors, so now the design functions are more in our own hands. Our documentation has been unified, so there is no extra work there. In general, the cooperation has resulted in leaner processes," says Marko Korpinen.

As a company should always develop itself, Pesmel and Valmet have also defined development areas for their cooperation. Marketing functions work closely together, cooperation during project execution is being improved, and repeatable concepts are being developed.

Says Marko Korpinen:

"From Valmet's point of view, the whole cooperation has taken off better than expected. The cooperation is fluent and the customers trust our products, which result in good sales." •

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Marko Korpinen and Risto Lehtonen work closely together on a daily basis.